



GODBE RESEARCH
Gain Insight

MEMORANDUM

April 22, 2019

TO: City of San Bruno

FROM: Bryan Godbe
President
Godbe Research

RE: 2019 Community Priorities Survey – Summary of the Results

Introduction:

The City of San Bruno commissioned Godbe Research to conduct independent public opinion research to assess resident priorities for City services.

The results show constituents have a favorable impression of the job the City is doing to provide services. City voters have a 2.8 to 1 favorable-to unfavorable impression of the City's job providing City services.

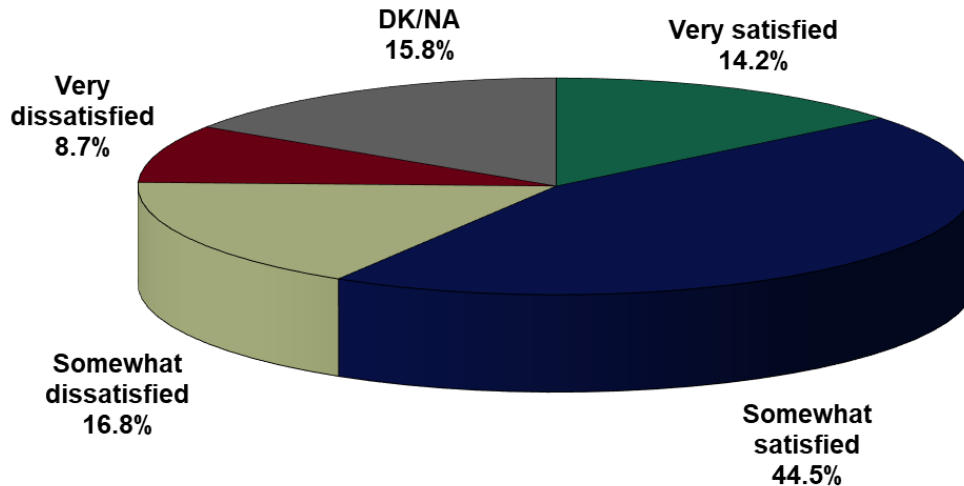
Among other findings, the survey also indicates respondents who are Likely November 2019 voters are interested in a potential local funding measure to maintain service priorities at nearly 13 points above the simple majority requirement.

Methodology Overview:

Telephone and online interviews were conducted from March 22 to March 26, 2019 and the average phone interview time was approximately 22 minutes. A total of 627 City of San Bruno respondents participated in the survey, and the study parameters resulted in a margin of error of plus or minus 3.85 percent among likely November 2020 respondents and plus or minus 5.17 percent among likely November 2019 respondents.

Satisfaction with the City of San Bruno's Job Performance:

Sixty-four percent of Likely November 2020 respondents and fifty-nine percent of Likely November 2019 respondents indicated that they had a favorable impression of the job the City is doing to provide services.



Respondents Identified a Variety of Key Priorities:

Respondents were presented with a variety of City services to determine their importance. The November 2019 results suggest clear priorities, with top priorities including “Increase pothole and other street hazard repair,” “Increase street repair and maintenance programs,” and “Maintain street repair and rehabilitation programs”.

Increase pothole and other street hazard repair	1.19
Increase street repair and maintenance programs	1.08
Maintain street repair and rehabilitation programs	1.04
Maintain neighborhood police patrols	0.88
Attract and retain local small businesses	0.82
Maintain City parks and playgrounds	0.78
Maintain and repair park structures for children and youth	0.76
Upgrade City parks and playgrounds	0.75
Maintain youth and teen programs	0.70

Information of Greatest Interest to Respondents:

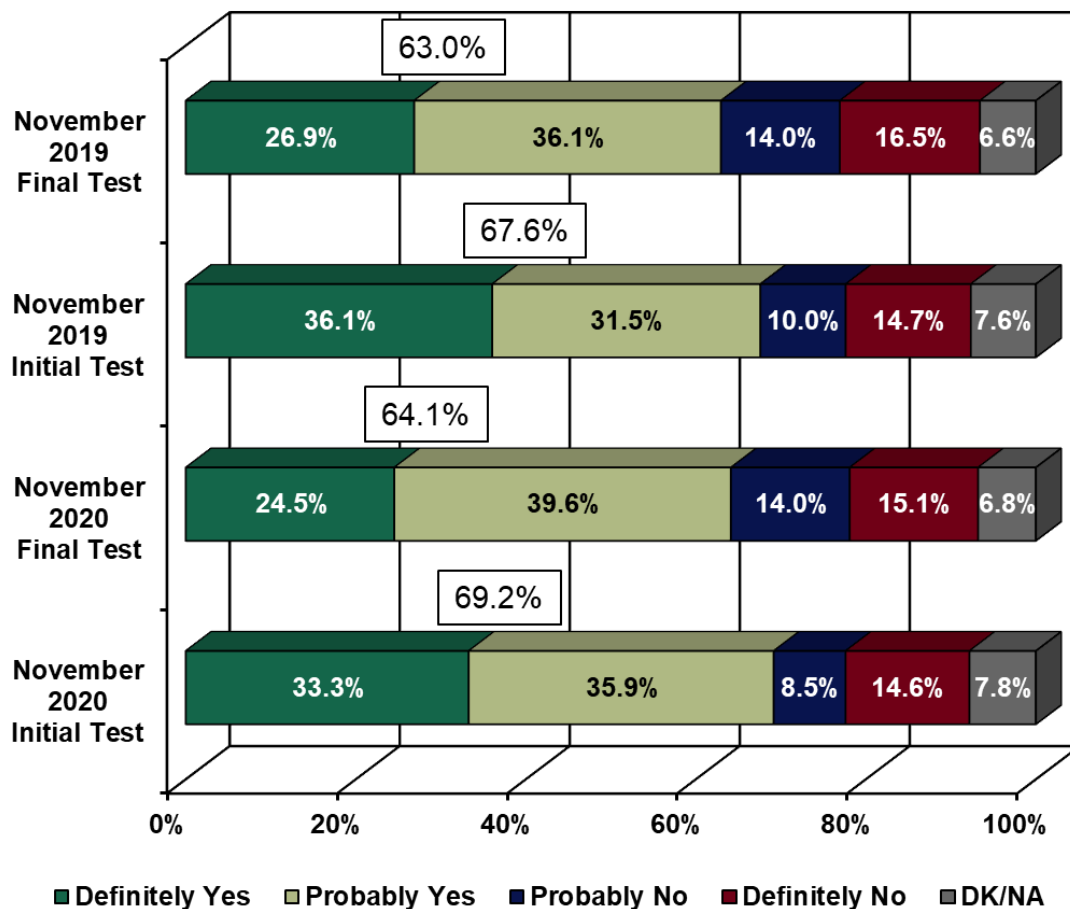
The respondents were also presented with a variety of factual statements about the potential measure. Of most interest to November 2019 Likely Voters were:

By law, all funds from this measure must stay in and benefit San Bruno and cannot be taken by Sacramento	1.48
None of the money raised by the measure would be used for City administrator salaries	1.38
The measure will help maintain streets and repair potholes on more than 89 miles of streets in the City of San Bruno	1.33

If the measure is approved, street and pothole repair efforts will be enhanced to include residential streets	1.32
Many streets and roads have not had major repair in more than 30 years	1.29
This measure requires independent citizens oversight, mandatory financial audits, and yearly reports to the community to ensure the funds are spent as promised	1.27
San Bruno's roads are some of the worst in San Mateo County, and many streets are close to being rated as 'at risk' by State Transit experts. This measure would provide annual funds that will allow the City to invest millions of dollars	1.26

Support for a Simple-Majority Sales Tax Measure:

Among respondents likely to participate in the November 2019 election, on both an initial test and a final test of a hypothetical revenue measure, 67.6 percent and 63.0 percent (respectively) indicated support.



Similarly, among respondents likely to participate in the November 2020 election, on both an initial test and a final test of a hypothetical sales tax measure, 64.1 percent and 69.2 percent (respectively) indicated support.

Conclusion:

The results show constituents are very satisfied with the job the City is doing to provide services. The survey also indicates respondents who are November 2019 Likely Voters are interested in a potential local funding measure to maintain service priorities at nearly 13 points above the simple majority requirement.